

# IMPACT

1. Describe your initial emotional or intellectual reaction to the image.
  
2. How successful is this image in evoking that reaction? Is it evoked through color, light, or a gesture?
  
3. What is the image about? What are the clues that make that clear? Or if not clear, what makes you want to look further to identify what it is about?
  
4. Did your initial reaction include an element of surprise as so many master images do?
  
5. What aspect of the image makes you want to stay with it for a longer period of time?
  
6. Did the photographer handle the subject matter in an interesting way, or has their treatment been seen too many times before?

Vocabulary		What is it about?	
Provocative	Curious	Political statement	Still Life
Inventive	Mysterious	Study of a Face	Landscape
Aggressive	Frightening	Unique Treatment	A wedding
Imaginative	Joyful	Experiment in Color	A Nude
Awesome	Unexpected	A humorous Illusion	Tragedy
Disturbing	Pitiful	Spiritual crisis	War
Pleasant	Angry	An Advertisement	Beauty
Calming	Affectionate	Study of Light	A Storm
Melancholy	Seductive	A Dangerous Event	Aging Man
Peaceful place	Strong	A moment in time	Symbolism
Exaggeration	Surprise	A family moment	Community
Humorous	Vitality	A Report of Facts	A Message
Witty	Clarity	Man as a social animal	Point of View

Nostalgic	Spontaneous	A particular culture	Soft
Brutal	Harmony	Animals in natural habitats	
Surreal	Tense	A Psychological Investigation	

## COMPOSITION

1. Identify the main shapes in the image - do they create interesting and well-balanced parts of a whole?
2. What did you see first? Does it make sense, was your eye directed to that place?
3. Identify the positive and negative spaces and see their shapes. Are they balanced in a way that works? Or is the image “falling down” ?
4. If the negative space is the background (not always the case), does it enhance or distract from the image?
5. Is there an axis that supplies structure to the composition?
6. How do any lines or patterns in the image interact with the primary shapes? Does that create tension or a pleasing harmony?
7. Are there interesting repeating patterns that add to the image's impact?
8. Do your eyes travel comfortably about the image without being forced off at some point? Do they eventually rest on the center of interest?
9. What about the tonality, the colors, the lighting - do they support your conclusion about the image's message?
10. Does the composition have the strength of simplicity, even if the image contains a great deal of detail? Or is it chaotic?

Vocabulary			
Balance	Scale	Subject Placement	Textures
Rhythm	Cropping	Frame Dynamics	Contrast
Patterns	Visual Weight	Engages the Eye	Symmetry
Visual Weight	Content	Dynamic Tension	Focal Point
Lines	Shapes	Resting place for Eye	Motion

Use of color	Simplicity	Background Distractions	Contrast
Clarity	Ambiguity	Frame within a Frame	Horizon
Vectors	Focus	Positive/Negative Space	Content
Juxtaposition	Curves	Subject Placement	Shapes
Patterns	Distractions	Vantage Point	Angles
Movement	Diagonals	Perspective & Depth	Edges
Complexity			

## TECHNICAL

1. Is the image cropped in a manner to support its message and to create a strong composition?
2. Is the clarity or sharp focus of the primary subject done well and is it appropriate to the image's message?
3. How does a lack of sharpness, or softness, add or detract to or from the image's impact?
4. Is the exposure appropriate for the image? Is there any clipping or blown highlights that detract from the image?
5. Do the levels of contrast and saturation of colors support the overall concept of the image, or detract from the message?
6. Are there distracting artifacts created by post shooting manipulation that should have been corrected? Or conversely, are there areas that should have received post shooting manipulation such as the reduction of noise?

The Vocabulary		
Tonal Quality	Exposure	Print Presentation
Depth of field	Focus	Lighting
Artifacts	Perspective	Quality of Light
Noise	Clipping	Blown Highlights

Saturation	Softness	Sharpness
------------	----------	-----------